

Status: Path 1 of [Dialog Information Services via Modem]

Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)
Trying 31060000009999...Open

DIALOG INFORMATION SERVICES

PLEASE LOGON:

***** HHHHHHHH SSSSSSSS?

Status: Signing onto Dialog

ENTER PASSWORD:

***** HHHHHHHH SSSSSSSS? *****

Welcome to DIALOG

Status: Connected

*Dialog
won't logon
4-9-04
B*

Dialog level 04.02.00D

Last logoff: 31mar04 14:53:26

Logon file405 09apr04 13:35:01

*** ANNOUNCEMENT ***

--File 654 - US published applications from March 15, 2001 to the present are now online. Please see HELP NEWS 654 for details.

--File 581 - The 2003 annual reload of Population Demographics is complete. Please see Help News581 for details.

--File 990 - NewsRoom now contains February 2003 to current records.
File 992 - NewsRoom 2003 archive has been newly created and contains records from January 2003. The oldest months's records roll out of File 990 and into File 992 on the first weekend of each month.
To search all 2003 records BEGIN 990, 992, or B NEWS2003, a new OneSearch category.

--Connect Time joins DialUnits as pricing options on Dialog.
See HELP CONNECT for information.

--SourceOne patents are now delivered to your email inbox as PDF replacing TIFF delivery. See HELP SOURCE1 for more information.

--Important news for public and academic libraries. See HELP LIBRARY for more information.

--Important Notice to Freelance Authors--
See HELP FREELANCE for more information

NEW FILES RELEASED

***AeroBase (File 104)

***DIOGENES: Adverse Drug Events Database (File 181)

***World News Connection (File 985)

***Dialog NewsRoom - 2003 Archive (File 992)

***TRADEMARKSCAN-Czech Republic (File 680)

***TRADEMARKSCAN-Hungary (File 681)

***TRADEMARKSCAN-Poland (File 682)

UPDATING RESUMED

RELOADED

***Medline (Files 154-155)

***Population Demographics - (File 581)

***CLAIMS Citation (Files 220-222)

REMOVED

>>> Enter BEGIN HOMEBASE for Dialog Announcements <<<
>>> of new databases, price changes, etc. <<<

CORE is set ON as an alias for 15,9,623,810,275,624,813,636,621,16,160,148,20,77,35,583
,2,65,233,99,473,474,475,348,349,347,278,634,256.

HIGHLIGHT set on as '*'

KWIC is set to 50.

*

*

* ALL NEW CURRENT YEAR RANGES HAVE BEEN * * *

* * * INSTALLED * * *

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.9 term=ASCII

*** DIALOG HOMEBASE(SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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All rights reserved.

/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online
service. Enter a BEGIN command plus a file number to search a database
(e.g., B1 for ERIC).

?B CORE

>>> 77 does not exist

>>> 278 does not exist

>>>2 of the specified files are not available

09apr04 13:35:41 User243008 Session D99.1

\$0.00 0.160 DialUnits FileHomeBase

\$0.00 Estimated cost FileHomeBase

\$0.17 TELNET

\$0.17 Estimated cost this search

\$0.17 Estimated total session cost 0.160 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2004/Apr 09

(c) 2004 ProQuest Info&Learning

***File 15: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.**

File 9:Business & Industry(R) Jul/1994-2004/Apr 08

(c) 2004 The Gale Group

File 623:Business Week 1985-2004/Apr 08

(c) 2004 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2004/Apr 09

(c) 2004 The Gale Group

File 624:McGraw-Hill Publications 1985-2004/Apr 08

(c) 2004 McGraw-Hill Co. Inc

***File 624: Homeland Security & Defense and 9 Platt energy journals added**

Please see HELP NEWS624 for more

File 813:PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc

File 636:Gale Group Newsletter DB(TM) 1987-2004/Apr 09

(c) 2004 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Apr 09

(c) 2004 The Gale Group

File 16:Gale Group PROMT(R) 1990-2004/Apr 09

(c) 2004 The Gale Group

***File 16: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2004/Apr 09

(c)2004 The Gale Group

***File 148: Alert feature enhanced for multiple files, duplicate removal, customized scheduling. See HELP ALERT.**

File 20:Dialog Global Reporter 1997-2004/Apr 09

(c) 2004 The Dialog Corp.

File 35:Dissertation Abs Online 1861-2004/Mar

(c) 2004 ProQuest Info&Learning

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 The Gale Group

***File 583: This file is no longer updating as of 12-13-2002.**

File 2:INSPEC 1969-2004/Mar W4

(c) 2004 Institution of Electrical Engineers

***File 2: Alert feature enhanced for multiple files, duplicates removal, customized scheduling. See HELP ALERT.**

File 65:Inside Conferences 1993-2004/Apr W1

(c) 2004 BLDSC all rts. reserv.

File 233:Internet & Personal Comp. Abs. 1981-2003/Sep

(c) 2003 EBSCO Pub.

File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Mar

(c) 2004 The HW Wilson Co.

File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02

(c) 2001 THE NEW YORK TIMES

***File 473: This file will not update after March 31, 2001.**

It will remain on Dialog as a closed file.

File 474:New York Times Abs 1969-2004/Apr 08

(c) 2004 The New York Times

File 475:Wall Street Journal Abs 1973-2004/Apr 08

(c) 2004 The New York Times

File 348:EUROPEAN PATENTS 1978-2004/Apr W01

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040401,UT=20040325

(c) 2004 WIPO/Univentio

File 347:JAPIO Nov 1976-2003/Dec(Updated 040402)

(c) 2004 JPO & JAPIO

***File 347: JAPIO data problems with year 2000 records are now fixed.**

Alerts have been run. See HELP NEWS 347 for details.

File 634:San Jose Mercury Jun 1985-2004/Apr 08

(c) 2004 San Jose Mercury News

File 256:SoftBase:Reviews,Companies&Prods. 82-2004/Mar

(c)2004 Info.Sources Inc

Set Items Description

--- -----

?S (customer or user or enduser or end-user) (2n) (

>>>Possible typing error near start of command

?s (customer or user or enduser or end-user) (2n) (profile or attributes)

Processing

Processed 10 of 27 files ...

Completed processing all files

4889862 CUSTOMER

3245259 USER

3406 ENDUSER

196 END-USER

1700059 PROFILE
410617 ATTRIBUTES
S1 41923 (CUSTOMER OR USER OR ENDUSER OR END-USER) (2N) (PROFILE
OR ATTRIBUTES)
?s s1 and ((target or targeting or targeted) (2n) (marketing or advertising or ad or ad
vertisement or advertise))
Processing
Processed 10 of 27 files ...
Processing
Processed 20 of 27 files ...
Completed processing all files
41923 S1
2941931 TARGET
676852 TARGETING
1323086 TARGETED
11482458 MARKETING
3716933 ADVERTISING
1400403 AD
162102 ADVERTISEMENT
141805 ADVERTISE
117930 ((TARGET OR TARGETING) OR TARGETED) (2N) (((MARKETING OR
ADVERTISING) OR AD) OR ADVERTISEMENT) OR ADVERTISE)
S2 2513 S1 AND ((TARGET OR TARGETING OR TARGETED) (2N) (MARKETING
OR ADVERTISING OR AD OR ADVERTISEMENT OR ADVERTISE))
?s s2 and ((customer or user or enduser or end-user) (2n) (photo or photograph or photo
graphical or photographically or picture or image))
Processing
Processed 10 of 27 files ...
Processing
Processed 20 of 27 files ...
Completed processing all files
2513 S2
4889862 CUSTOMER
3245259 USER
3406 ENDUSER
196 END-USER
1887371 PHOTO
376615 PHOTOGRAPH
239 PHOTOGRAPHICAL
3 PHOTOGRAPHICALLY
1943964 PICTURE
2828300 IMAGE
28611 (((CUSTOMER OR USER) OR ENDUSER) OR
END-USER) (2N) (((PHOTO OR PHOTOGRAPH) OR PHOTOGRAPHICAL)
OR PHOTOGRAPHICALLY) OR PICTURE) OR IMAGE)
S3 176 S2 AND ((CUSTOMER OR USER OR ENDUSER OR END-USER) (2N)
(PHOTO OR PHOTOGRAPH OR PHOTOGRAPHICAL OR PHOTOGRAPHICALLY
OR PICTURE OR IMAGE))
?s s3 and (confidence (2n) factor)
176 S3
1578138 CONFIDENCE
2072863 FACTOR
2535 CONFIDENCE(2N) FACTOR
S4 1 S3 AND (CONFIDENCE (2N) FACTOR)
?s s4 and decay
1 S4
220513 DECAY
S5 1 S4 AND DECAY
?t s5/6,k/1

5/6,K/1 (Item 1 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00883052 **Image available**
TARGETED *MARKETING* SYSTEM AND METHOD
SYSTEME ET PROCEDE DE MARKETING CIBLE
Publication Language: English

Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 5709
Publication Year: 2002

***TARGETED* *MARKETING* SYSTEM AND METHOD**

Fulltext Availability:
Detailed Description
Claims

Detailed Description

***TARGETED* *MARKETING* SYSTEM AND METHOD**

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to *targeted* *marketing*, and in particular to systems and methods for personalizing marketing materials, advertisements, entertainment, educational materials, and other content to the individual preferences of Internet users.

2. Description of Related Art

Targeted *marketing* through the Internet is well known in the art. Individuals who navigate the World Wide Web ("Web") portion of the Internet are frequently presented...

...for its content and makes the content accessible to Internet users through a Web site. The Web site operator, or another affiliated entity, maintains a *user* *profile* for each of its registered (or otherwise identifiable) users. Each *user* *profile* includes data fields for storing known attributes of its associated user, which may include name, address, telephone number, e-mail address, gender, age, race, and other personal information. When an individual accesses a Web site that includes a plurality of targeted content, the individual's *user* *profile* is compared against the target profile for the available targeted content, and the targeted content having a target profile that best fits the individual is displayed to the individual on the Web page.

The effectiveness of *targeted* *marketing* often depends on the quantity and quality of data collected for each user. For example, a primary source of user data is an online survey...

...each time a user clicks through a displayed advertisement. Each user's online purchases made through the Web site may also be logged in the *user* *profile*. These events may be tracked through server-based programs and/or software executing on the user's computer. The data collected through these approaches is...

...with user psychographics have proven to be inadequate.

In view of these and other limitations in the prior art, there is a need for a *targeted* *marketing* system and method that collects detailed and accurate *user* *profile* data and matches *user* *profile* data to target demographic and psychographic attributes in a meaningful manner.

Further, there is a need for a way to use such collected data to...

...other content that will attract the user's attention.

1 5

SUMMARY OF THE INVENTION

The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertain...

...queries the user for basic demographic information such as name,

address, telephone number, age, gender and income. The user registration includes -the creation of a *user* *profile*, which is used by the Web server to store data associated with the registered user.

A preferred *user* *profile* includes initial survey responses provided by the user during registration, data describing the user's Web browsing habits and Web purchasing patterns, a photographic likeness of the user, context-specific survey responses and random survey

2

responses. The *user* *profile* is analyzed to prepare a summary of the user's personality, buying motives, interests, activities, opinions and other characteristics.

The user's actions on each...

...such as the user action and the number of times this user action has been recorded for the particular content. The data stored in the *user* *profile*, such as the user's demographic and psychographic data, may also include an associated *confidence* *factor* that reduces the value of a metric, or the weight given to a data element, over time.

In a preferred embodiment, the user is encouraged to transmit the user's photographic likeness to the Web server for storage in the *user*'s *profile*. Each image preferably includes a *picture* of the *user*'s head and shoulders against a solid background. The photographic likeness is processed by converting the image to a standard image format, and then identifying facial features from the image. Additional data is also collected from the picture for storage in the *user* *profile* such as the user's hair color, eye color, skin tone, face shape, and other information that may be derived from the photographic image.

Context...

...deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The collected data in the *user* *profile* is also used to target specific content to the user.

When selecting content to display to the user, the Web server automatically selects the content with target demographics and psychographics that best matches the user's data index calculated from the *user* *profile*. In addition, on certain Web pages, content that best matches the user's data index may be displayed more prominently to the user than other content displayed on the Web page.

The *user* *profile* may also be used to create personalized advertisements, marketing materials, entertainment, or educational materials for an individual user. For example, the user's likeness may...

...or other content. Clothing may be illustrated on a body image that closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations.

A more complete understanding of the *Targeted* *Marketing* System! and Method will be afforded to those skilled in the art, as well as a realization of additional advantages and objects thereof, by a...

...a preferred web server; Fig. 3 is a block diagram illustrating the components of a preferred network device;
Fig. 4 illustrates a preferred embodiment of *user* *profile* data;
Fig. 5 illustrates a preferred database table used for logging user initiated events; Fig. 6 illustrates the assignment of metric values to user...

...diagram illustrating the preferred steps in creating context-sensitive

and

random survey questions;

Fig. 9 is a flow diagram illustrating the preferred step of analyzing *user* *profile* data; and Fig. 10 illustrates one example of the incorporation of a photographic likeness into content.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertainment ...

...10 preferably includes a processor 12, a program memory 14 for storing program instructions, and a data storage 16 for storing targeted content, Web pages, *user* *profile* data and other *targeted* *marketing* information. The features of the Web server 10 described herein may be embodied on a plurality of computing devices, which may reside in a plurality...

...preferably includes a home page providing links to other user accessible Web pages on 30 . the Web server 10, a registration Web page for collecting *user* *profile* information from new users, a login Web page for identifying registered users, and stored content. The stored content 5 may include articles, pictures, advertisements, promotions...30, or any other identification method that links the user to stored data associated with the user.

The user registration includes the creation of a *user* *profile*, which is used by the Web server 10 to store data associated with the registered user. As illustrated in Fig. 4, a preferred *user* *profile* 50 includes initial survey responses 52 provided by the user during registration, data describing the user's browsing habits 54 and purchasing patterns 56, a photographic likeness of the user 58, context-specific survey responses 60 and random survey responses 62. The data collected in the *user* *profile* 50 is analyzed by the Web server 10 to identify the user's preferences, purchasing habits and computer operation proficiency. It is contemplated that multiple...

...identifier, the quantity purchased, payment method and shipping address.

The data describing the user's browsing habits 54, along with the other data from the *user* *profile* 50, is analyzed to prepare a *profile* of the *user*'s personality, buying motives, interests, activities, opinions and other characteristics. In a preferred embodiment, market segmentation

6

variables are pre-selected by the content providers based on the target demographics and psychographics each content provider is attempting to reach. The *user* *profile* 50 is then analyzed to determine user values for each of these pre-selected market segmentation variables.

For example, the content provider may target its...

...such as the user action and the number of times this user action has been recorded for the particular content.

The data stored in the *user* *profile* 50, such as the user's demographic and psychographic data, may also include an associated - *confidence* *factor*. In a preferred embodiment, the *confidence* *factor* is a *decay* function that reduces the value of a metric, or the weight given to a data element, over time. A market researcher preferably sets the *confidence* *factor* for each data element based on the type of data and the researcher's confidence in the data source. For example, there may be a...months.

As discussed above, the user is encouraged to transmit the user's photographic likeness 58 to the Web server 10 for storage in the *user*'s *profile* 50. If the photographic likeness 58 is a computer graphics file (e.g., JPEG or GIF) then the user may email or otherwise transmit the...

...the user may alternatively send a photograph to the Web site operator who will create a digital image of the photograph for storage in the *user* *profile*. The photographic likeness 58 is processed according to the preferred steps

9

illustrated in Fig. 7a. In Step 80, the photographic image is converted to a standard image format. In the preferred embodiment, each image includes a *picture* of the *user*'s head and shoulders, against a solid background, as illustrated in Fig. 7b. This step may include cropping the image and changing the file...

...of the user's eyes, eyelids, cheeks, ears, lips, neckline, hairline and other facial features are identified on the twodimensional image and stored in the *user* *profile* 50. In Step 84, additional data is collected from the picture for storage in the *user* *profile* 50. For example, the user's hair color, eye color, skin tone, face shape, and other information that may be manually determined from the photographic image and recorded in the *user* *profile* 50.

Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions...

...of a second predetermined interval of time, which is longer than the first predetermined interval of time.

Through the data collection methods described above, the *user* *profile* 50 may include the user's personal contact information and demographic information, two or three dimensional images of the user, audio of the user, video...

...the data collection procedures described herein does not preclude the collection of data through other methods, such as telephone surveys.

The collected data in the *user* *profile* 50 is used to target specific content to the user as illustrated in Fig. 9 (and as discussed above with reference to Fig. 6). In...Fig. 10. A Web page 120 includes an article 122 describing the latest trends in eyeglasses, and the photographic likeness of the user 124. Using *user* *profile* information, a pair of eyeglasses is selected from the article that best match the user's skin tone, face shape and purchasing habits. The eyeglasses 126 are incorporated into the *image* allowing the *user* to see how the eyeglasses would look on the user's face. The eyeglasses are placed on the user's face in accordance with the...

...can view the photographic likeness and select makeup colors that best suit the user's facial features. The cosmetics are then applied

10

to the *user*'s *image* as part of a personalized advertisement for the cosmetics. The advertisement may include an interface allowing the user to select and view different shades and...

...and other items. Clothing may be illustrated on a body image that closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations. For example, an advertisement for a ski vacation may include an action *image* of the *user* skiing down a mountain.

Having thus described a preferred embodiment of the *Targeted* Online *Marketing* System and Method, it should be apparent to those skilled in the art that certain advantages of the within described system have been achieved. It...

Claim

1 A computer-implemented method for *targeting* *marketing* content to an online user, each content having an associated target profile, comprising the steps of: collecting data describing the user in a *user* *profile*, the data including a photographic likeness of the user; comparing the *user* *profile*, including information derived from the user's photographic likeness, to the target profile associated with each content; and presenting the user with content based on the comparison.

2 The computer-implemented method of Claim 1 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile* data.

1 5

3 The computer-implemented method of Claim 2 wherein the dynamically created content includes the photographic likeness of the user.

4 The...

...data index identifies the user's preferences and purchasing habits.

14 The computer-implemented method of Claim 13 further including the step of applying a *confidence* *factor* to each metric, the *confidence* *factor* causing the metric value to *decay* over time.

1 3

. A system for *targeting* *marketing* content to a plurality of online users comprising:

a data storage including:

a plurality of user profiles, each *user* *profile* including data describing a user's demographic and psychographic characteristics and a photographic likeness of the user;

a plurality of online content;

a plurality of...

...a program memory connected to the processor, the program memory having program instructions stored therein for instructing the processor to perform steps comprising: comparing a *user* *profile*, including information derived from the associated user's photographic likeness, to the target profiles; and presenting the user with the content associated with the target...

...the program memory further includes instructions for instructing the processor to perform the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes the photographic likeness of the user.

17 The system of Claim 16 wherein the program memory further includes instructions...

...The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the steps of. assigning metrics to the *user* *profile* data; and creating a data index for the user based on the assigned metrics, whereby the data index identifies the user's preferences and purchasing habits. 2

1. A method for *targeting* *marketing* content to a user having an associated *user* *profile*, each targeted content having an associated target profile defined by market segmentation variables, comprising the steps of:

assigning metrics to data elements in the *user* *profile*, each metric representing either an incremental or decremental change in a market segmentation variable, and including a

confidence *factor* that decays over time;

calculating a user index by applying the assigned metrics to the market segmentation

variables;

comparing the user index to the target...

...of comparing.

22 The computer-implemented method of Claim 21 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*.

23 The computer-implemented method of Claim 21 wherein the *user* *profile* includes a photographic likeness of the user, and wherein the step -of assigning metrics includes assigning metrics to information derived from the user's photographic of Claim 24 wherein the photographic likeness is altered to simulate the wearing of clothing.

27 A method for *targeting* *marketing* content to an online user, each content having an associated target profile including at least one market segmentation variable and each online user having an associated *user* *profile* including a plurality of data elements, comprising the steps of collecting data describing the user in the *user* *profile*, the data including responses to context-sensitive questions; comparing the *user* *profile*, including information derived from the context-sensitive questions, to the target profile associated with each content; and presenting the user with content based on the comparison.

28 The method of Claim 27 further comprising the steps of: identifying at least one deficient data element from the *user* *profile* ; identifying content having an associated market segmentation variable that relates to the deficient data element; and creating a context-sensitive question based on the identified...

...the deficient data element.

29 The method of Claim 28 further comprising the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*. 30 The method of Claim 29 wherein the *user* *profile* includes a photographic likeness of the user. 31. The method of Claim 30 wherein the photographic likeness is altered to incorporate a portion of

...
?t s5/full/1

5/9/1 (Item 1 from file: 349)
DIALOG(R) File 349:PCT FULLTEXT
(c) 2004 WIPO/Univentio. All rts. reserv.

00883052 **Image available**

***TARGETED* *MARKETING* SYSTEM AND METHOD
SYSTEME ET PROCEDE DE MARKETING CIBLE**

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Priority Application: US 2000645292 20000824
 Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU
 CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP
 KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD
 SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
 (EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
 (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
 (AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
 (EA) AM AZ BY KG KZ MD RU TJ TM
 Main International Patent Class: G06F-017/60
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 Fulltext Word Count: 5709

English Abstract

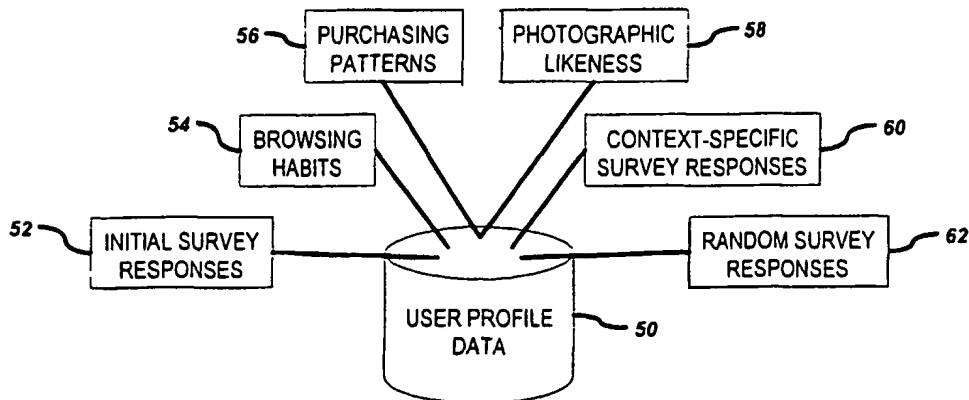
French Abstract

Legal Status (Type, Date, Text)

Publication 20020228 A2 Without international search report and to be republished upon receipt of that report.

Declaration 20031009 Late publication under Article 17.2a

Republication 20031009 A2 With declaration under Article 17(2)(a); without abstract; title not checked by the International Searching Authority.



Detailed Description

TARGETED *MARKETING* SYSTEM AND METHOD

BACKGROUND OF THE INVENTION

1. Field of the Invention

The present invention relates to *targeted* *marketing*, and in particular to systems and methods for personalizing marketing materials, advertisements, entertainment, educational materials, and other content to the individual preferences of Internet users.

2. Description of Related Art

Targeted *marketing* through the Internet is well known in the art. Individuals who navigate the World Wide Web ("Web") portion of the Internet are frequently presented with advertisements, promotions, and other content (collectively "content") targeted to their demographic and psychographic attributes, and other individual preferences and characteristics.

In a typical scenario, an advertiser, promoter or other entity (collectively "content provider") selects a set of target demographics and/or psychographics ("target profile") for its content and makes the content accessible to Internet users through a Web site. The Web site operator, or another affiliated entity, maintains a *user* *profile* for

each of its registered (or otherwise identifiable) users. Each *user* *profile* includes data fields for storing known attributes of its associated user, which may include name, address, telephone number, e-mail address, gender, age, race, and other personal information. When an individual accesses a Web site that includes a plurality of targeted content, the individual's *user* *profile* is compared against the target profile for the available targeted content, and the targeted content having a target profile that best fits the individual is displayed to the individual on the Web page.

The effectiveness of *targeted* *marketing* often depends on the quantity and quality of data collected for each user. For example, a primary source of user data is an online survey or questionnaire. Many Web sites require new users to establish an online profile before permitting access to certain Web pages or services. Each new user is prompted to provide the user's name, address, telephone number, gender, age, e-mail address and other demographic information.

However, many users are reluctant to provide such private information over the Internet and set up "dummy" profiles with false data. Further, users are often reluctant to fill out a lengthy

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questionnaire that requires detailed answers, thus limiting the amount and type of information collected through this approach. Additional user information is often collected by tracking the occurrence of certain user initiated events. For example, one common approach creates a log entry each time a user clicks through a displayed advertisement. Each user's online purchases made through the Web site may also be logged in the *user* *profile*. These events may be tracked through server-based programs and/or software executing on the user's computer. The data collected through these approaches is typically limited to a small subset of the user's actual online behavior, and attempts to correlate this behavioral data with user psychographics have proven to be inadequate.

In view of these and other limitations in the prior art, there is a need for a *targeted* *marketing* system and method that collects detailed and accurate *user* *profile* data and matches *user* *profile* data to target demographic and psychographic attributes in a meaningful manner.

Further, there is a need for a way to use such collected data to create and provide advertisements, promotions or other content that will attract the user's attention.

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SUMMARY OF THE INVENTION

The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertainment, educational materials and other content.

In a preferred embodiment, at least one Web server and at least one network device are connected through a network, such as the Internet. The Web server may be any computing device that provides World Wide Web services on the Internet, and the network device may be any device that is adapted to access and navigate Web pages from the Web server through the Internet. Each user of the Web server registers through a registration Web page, which queries the user for basic demographic information such as name, address, telephone number, age, gender and income. The user registration includes the creation of a *user* *profile*, which is used by the Web server to store data associated with the registered user.

A preferred *user* *profile* includes initial survey responses provided by the user during registration, data describing the user's Web browsing habits and Web purchasing patterns, a photographic likeness of the user,

context-specific survey responses and random survey

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responses. The *user* *profile* is analyzed to prepare a summary of the user's personality, buying motives, interests, activities, opinions and other characteristics.

The user's actions on each Web page provide insights into the user's preferences for the content available on the Web page. Each Web page includes one or more pieces of content, which may include text articles, banner ads, pictures, videos, audio files, etc. The Web site operator, advertiser, or other entity may select zero or more market segmentation variables to be associated with each piece of content, and assign metrics to be given upon the occurrence of each action. The assigned metric value depends on various factors such as the user action and the number of times this user action has been recorded for the particular content. The data stored in the *user* *profile*, such as the user's demographic and psychographic data, may also include an associated *confidence* *factor* that reduces the value of a metric, or the weight given to a data element, over time.

In a preferred embodiment, the user is encouraged to transmit the user's photographic likeness to the Web server for storage in the *user*'s *profile*. Each image preferably includes a *picture* of the *user*'s head and shoulders against a solid background. The photographic likeness is processed by converting the image to a standard image format, and then identifying facial features from the image. Additional data is also collected from the picture for storage in the *user* *profile* such as the user's hair color, eye color, skin tone, face shape, and other information that may be derived from the photographic image.

Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions are less intrusive than a lengthy questionnaire and can be used throughout the Web site to gather information. In a preferred embodiment, the user profiles are analyzed in view of the target demographics and psychographics of the available content to identify data elements that have generally weak confidence factors or are otherwise deficient for use in accurately targeting the available content. The market researcher is then notified of the deficiencies in the data and a search is conducted to locate content having an associated market segmentation variable that relates to the deficient data element. Next, the market researcher is prompted to develop a context-specific survey question that relates to the content, the answer to which supplies the deficient data element. The market researcher is also prompted to develop a random survey

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question, the answer to which supplies to the deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The collected data in the *user* *profile* is also used to target specific content to the user.

When selecting content to display to the user, the Web server automatically selects the content with target demographics and psychographics that best matches the user's data index calculated from the *user* *profile*. In addition, on certain Web pages, content that best matches the user's data index may be displayed more prominently to the user than other content displayed on the Web page.

The *user* *profile* may also be used to create personalized advertisements, marketing materials, entertainment, or educational materials for an individual user. For example, the user's likeness may be altered to reflect the approximate look of specific jewelry, accessories, hairstyles, clothing, and other items. The altered image may then be displayed to the user as part of a Web page, print advertisement, email, or other content. Clothing may be illustrated on a body image that

closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations.

A more complete understanding of the *Targeted* *Marketing* System! and Method will be afforded to those skilled in the art, as well as a realization of additional advantages and objects thereof, by a consideration of the following detailed description of preferred embodiments.

Reference will be made to the appended sheets of drawings, which will first be described briefly.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 illustrates a preferred environment for operating the present invention; Fig. 2 is a block diagram illustrating the components of a preferred web server; Fig. 3 is a block diagram illustrating the components of a preferred network device; Fig. 4 illustrates a preferred embodiment of *user* *profile* data; Fig. 5 illustrates a preferred database table used for logging user initiated events; Fig. 6 illustrates the assignment of metric values to user initiated events in a preferred embodiment; Figs. 7a-b illustrate a preferred processing of a photographic likeness; 4 Fig. 8 is a flow diagram illustrating the preferred steps in creating context-sensitive and random survey questions; Fig. 9 is a flow diagram illustrating the preferred step of analyzing *user* *profile* data; and Fig. 10 illustrates one example of the incorporation of a photographic likeness into content.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertainment and educational materials, and other content (collectively "content"). In the detailed description that follows, like element numerals are used to describe like elements illustrated in one or more of the aforementioned figures.

A preferred embodiment of the present invention -is illustrated in Fig. 1, and includes at least one Web server 10 and at least one network device 30 connected through a network 20, such as the Internet. The Web server 10 may be any computing device that provides World Wide Web services on the Internet. As illustrated in Fig. 2, the Web server 10 preferably includes a processor 12, a program memory 14 for storing program instructions, and a data storage 16 for storing targeted content, Web pages, *user* *profile* data and other *targeted* *marketing* information. The features of the Web server 10 described herein may be embodied on a plurality of computing devices, which may reside in a plurality of locations. The network device 30 is adapted to access and navigate Web Pages from the Web server 10 through the Internet 20, and may include a personal computer, a Wireless Application Protocol telephone, or an Internet appliance. As illustrated in Fig. 3, the network device 30 preferably includes a processor 32, a memory 34, a display 36 and an input device 38 such as a mouse and a keyboard.

In operation, a user of the network device. 30 accesses Web pages stored on the Web server 10 through a browser application. As known in the art, the Web server 10 may be accessed by entering its Uniform Resource Locator (URI) into the Web browser. The Web server 10 preferably includes a home page providing links to other user accessible Web pages on 30. the Web server 10, a registration Web page for collecting *user* *profile* information from new users, a login Web page for identifying

registered users, and stored content. The stored content

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may include articles, pictures, advertisements, promotions, products and services offered for sale, and other targeted content. In a preferred embodiment, each user is required to register with Web server 10 in order to gain access to certain content stored on the Web server 10. A new user is registered through the registration page, which queries the user for basic demographic information such as name, address, telephone number, age, gender and income. In subsequent visits to the Web server 10, the user may be identified by the Web server 10 through the use of a user name and password, through cookies stored on the network device 30, or any other identification method that links the user to stored data associated with the user.

The user registration includes the creation of a *user* *profile*, which is used by the Web server 10 to store data associated with the registered user. As illustrated in Fig. 4, a preferred *user* *profile* 50 includes initial survey responses 52 provided by the user during registration, data describing the user's browsing habits 54 and purchasing patterns 56, a photographic likeness of the user 58, context-specific survey responses 60 and random survey responses 62. The data collected in the *user* *profile* 50 is analyzed by the Web server 10 to identify the user's preferences, purchasing habits and computer operation proficiency. It is contemplated that multiple user profiles 50 may also be analyzed to identify trends and spending habits of the aggregate user group.

In a preferred embodiment, after a user logs onto the Web server 10, the user's actions are tracked until the user logs off or leaves the Web site. The user may be tracked by detecting user initiated requests at the Web server 10, by detecting user initiated events through software executing on the user's network device 30 and then transmitting the logged events to the Web server 10, or by other methods known in the art. Fig. 5 illustrates a preferred database table for storing the data describing the user's browsing habits 54. The table includes a sequence of events and the date and time at which each event was detected. The user initiated events that may be tracked include, but are not limited to, selecting a link to another Web page, clicking through an advertisement and printing the current Web page. The user's Web purchases 56 may be tracked in a similar manner, i.e., by logging the date, time and amount of the purchase, an item identifier, the quantity purchased, payment method and shipping address.

The data describing the user's browsing habits 54, along with the other data from the *user* *profile* 50, is analyzed to prepare a *profile* of the *user*'s personality, buying motives, interests, activities, opinions and other characteristics. In a preferred embodiment, market segmentation

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variables are pre-selected by the content providers based on the target demographics and psychographics each content provider is attempting to reach. The *user* *profile* 50 is then analyzed to determine user values for each of these pre-selected market segmentation variables.

For example, the content provider may target its content to a particular Value and Lifestyle Survey (VALS) category. As known in the art, VALS places consumers into one of nine mutually exclusive lifestyle categories based on their psychology and key demographics. These categories have been found to be strong predictors of a variety of consumer preferences in products, services, and media. Other psychographic market segmentation variables may also be used, such as variables describing personality traits (e.g., reserved v. outgoing; dull v. bright; trusting v.. suspicious).

A preferred analysis of the data describing the user's browsing habits 54 will now be described with reference to Fig. 6. Each Web page 70 includes one or more pieces of content 72, which may include text articles, banner ads, pictures, videos, audio files, etc. The user's actions 74 on the Web

page 70 provide insights into the user's preferences for the content 72 available on the Web page 70. For example, if the user immediately hits the "Back" button on the user's browser when the Web page 70 is displayed (e.g., the time spent on the Web page 70 is less than a predetermined value X), it could indicate that the user has little interest in the displayed content 72. The Web site operator, advertiser, -or other entity may select zero or more market segmentation variables 76 to be associated with each piece of content 72. This selection is preferably performed manually by a market researcher to determine the market segmentation variables 76 to associate with the content 72, and the values to give the metrics 78 upon the occurrence of each action. In a preferred embodiment, each market segmentation variable has a metric value from 0 to +100 that indicates the value of the user action for that market segmentation variable. The assigned metric value may depend on various factors such as the user action and the number of times this user action has been recorded for the particular content.

The data stored in the *user* *profile* 50, such as the user's demographic and psychographic data, may also include an associated - *confidence* *factor*. In a preferred embodiment, the *confidence* *factor* is a *decay* function that reduces the value of a metric, or the weight given to a data element, over time. A market researcher preferably sets the *confidence* *factor* for each data element based on the type of data and the researcher's confidence in the data source. For example, there may be a high level of confidence in a residential address entered by a user for

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the delivery of items purchased online. In such a scenario the market researcher may remain confident in the accuracy of the address more than one year from the date of entry, and may set the confidence in the data to be reduced 10% every year. The market researcher may have a much lower level of confidence in other data, for example, the user's "favorite movie." Because a user's favorite movie may change frequently over time, the market researcher may set the confidence level to be reduced more often, for example, a reduction of 50% every three months.

As discussed above, the user is encouraged to transmit the user's photographic likeness 58 to the Web server 10 for storage in the *user*'s *profile* 50. If the photographic likeness 58 is a computer graphics file (e.g., JPEG or GIF) then the user may email or otherwise transmit the graphics file to the Web server 10. In a preferred embodiment, the user may alternatively send a photograph to the Web site operator who will create a digital image of the photograph for storage in the *user* *profile*. The photographic likeness 58 is processed according to the preferred steps

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illustrated in Fig. 7a. In Step 80, the photographic image is converted to a standard image format. In the preferred embodiment, each image includes a *picture* of the *user*'s head and shoulders, against a solid background, as illustrated in Fig. 7b. This step may include cropping the image and changing the file size, image dimensions, number of colors and file type. In Step

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82, the features of the face in the photographic likeness 58 are identified. This step may be performed manually by a graphics editor, or automatically through facial feature recognition software known in the art. In the preferred embodiment, the location of the user's eyes, eyelids, cheeks, ears, lips, neckline, hairline and other facial features are identified on the twodimensional image and stored in the *user* *profile* 50. In Step 84, additional data is collected from the picture for storage in the *user* *profile* 50. For example, the user's hair color, eye color, skin tone, face shape, and other information that may be manually determined from the photographic image and recorded in the *user* *profile* 50.

Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions are less intrusive than a lengthy

questionnaire and are preferably used throughout the web site to gather needed information. A preferred embodiment for the implementation of context-specific and random survey questions is illustrated in Fig. 8. First, in Step 90, the user profiles are analyzed in view of the target demographics and psychographics of the available content to identify data elements that have generally weak confidence factors or are otherwise deficient for use in

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accurately targeting the available content. In a preferred embodiment, this identification of deficient data elements is based on each element's statistical reliability. The market researcher is notified of the deficiencies in the data in Step 92. For each deficient data element, a search is conducted in Step 94 to locate content having an associated market segmentation variable that relates to the deficient data element.. In Step 96, the market researcher is prompted to develop a context-specific survey question that relates to the content, the answer to which supplies the deficient data element. For example, if a user is browsing for a pair of shoes, a question asking for the user's shoe size (i.e., the deficient data in this example) would appear to the user as a helpful shoe finding aid, while providing the deficient data about the user. Such web-content refinement inquiries may be used to query for needed information in a relatively non-intrusive manner and will often yield a more accurate user response than other data collection methods. In a preferred embodiment, the context-specific survey question is presented to the user in a new browser window when the associated content is displayed to the user. In Step 98, the market researcher is prompted to develop a random survey question, the answer to which supplies the deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The number of survey questions, both context-sensitive and random, presented to the user is preferably limited to avoid overburdening the user. In a preferred embodiment, the number of survey questions asked of the user is limited by allowing a predetermined amount of time to pass between each survey question. For example, context-sensitive questions, which are considered less intrusive to the user than random questions, may be skipped until after the passing of a first predetermined interval of time, and random questions, which are considered more intrusive to the user, may be asked after the passing of a second predetermined interval of time, which is longer than the first predetermined interval of time. Through the data collection methods described above, the *user* *profile* 50 may include the user's personal contact information and demographic information, two or three dimensional images of the user, audio of the user, video of the user, the user's body measurements, purchasing habits, purchasing history, entertainment preferences, lifestyle habits, political beliefs, affiliations, religious beliefs, opinions about specific marketing, advertising, entertainment or educational materials, opinions about current news and cultural issues, web surfing habits, and other information that describes the user. It will be appreciated that the use of

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the data collection procedures described herein does not preclude the collection of data through other methods, such as telephone surveys.

The collected data in the *user* *profile* 50 is used to target specific content to the user as illustrated in Fig. 9 (and as discussed above with reference to Fig. 6). In Step 110, each data item is assigned metrics and algorithms, and the results are used in Step 112 to create a data index identifying the user's preferences, habits, etc., with respect to each particular target demographic or psychographic type being used by the content providers. When selecting content to display to the user, the Web server 10 will automatically select the content with target demographics and psychographics that best matches the user's data index. In addition, on certain Web pages, content that best matches the user's data index is displayed more prominently to the user than other content displayed on the Web page. For example, an advertisement may be prominently displayed to certain targeted users on the top of a Web page

and placed on the bottom of the screen for other users. . Further, Web links displayed on the Web page may be arranged in an order that best illustrates the user's preferences for the links.

In the preferred embodiment, the collected and analyzed data, including the psychographic information and the user's photographic likeness, are also used to create personalized advertisements, marketing materials, entertainment, or educational materials for an individual user. The customer may be identified by reading a client identifier on the customer's machine, in the form of a cookie, a machine authentication code and IP address, a username and login, or any other method as known in the art. An example of a targeted promotion is illustrated in Fig. 10. A Web page 120 includes an article 122 describing the latest trends in eyeglasses, and the photographic likeness of the user 124. Using *user* *profile* information, a pair of eyeglasses is selected from the article that best match the user's skin tone, face shape and purchasing habits. The eyeglasses 126 are incorporated into the *image* allowing the *user* to see how the eyeglasses would look on the user's face. The eyeglasses are placed on the user's face in accordance with the location of the user's eyes, nose and ears, identified when the photographic likeness was first processed. The user may also be given the option of viewing other eyeglasses on the image.

In another contemplated embodiment, the user's photographic likeness is used to present cosmetic recommendations to the user. A fashion consultant can view the photographic likeness and select makeup colors that best suit the user's facial features. The cosmetics are then applied

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to the *user*'s *image* as part of a personalized advertisement for the cosmetics. The advertisement may include an interface allowing the user to select and view different shades and colors, and make online purchases. In other embodiments, the user's likeness may be altered to reflect the approximate look of specific jewelry, accessories, hairstyles, clothing, and other items. Clothing may be illustrated on a body image that closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations. For example, an advertisement for a ski vacation may include an action *image* of the *user* skiing down a mountain.

Having thus described a preferred embodiment of the *Targeted* Online *Marketing* System and Method, it should be apparent to those skilled in the art that certain advantages of the within described system have been achieved. It should also be appreciated that various modifications, adaptations, and alternative embodiments thereof may be made within the scope and spirit of the present invention. The scope of the present invention is defined by the following claims.

CLAIMS

Claim

- 1 A computer-implemented method for *targeting* *marketing* content to an online user, each content having an associated target profile, comprising the steps of: collecting data describing the user in a *user* *profile*, the data including a photographic likeness of the user; comparing the *user* *profile*, including information derived from the user's photographic likeness, to the target profile associated with each content; and presenting the user with content based on the comparison.
- 2 The computer-implemented method of Claim 1 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile* data.

3 The computer-implemented method of Claim 2 wherein the dynamically created content includes the photographic likeness of the user.

4 The computer-implemented method of Claim 3 wherein the photographic likeness is altered to incorporate a portion of the content into the photographic likeness for display to the user.

5 The computer-implemented method of Claim 4 wherein the step of collecting data includes the step of identifying the location of the user's facial features in the photographic likeness.

6 The computer-implemented method of Claim 5 wherein the step of identifying facial features includes identification of the user's eyes, nose, lips, ears and neckline.

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. The computer-implemented method of Claim 5 wherein the step of collecting data further includes the step of identifying facial feature characteristics including skin tone and hair color.

8 The computer-implemented method of Claim 1 wherein the step of collecting data includes the step of tracking the user's browsing habits.

9 The computer-implemented method of Claim 1 wherein the step of collecting data includes the step of receiving the user's response to context-specific survey questions.

10 The computer-implemented method of Claim 7 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness. 11. The computer-implemented method of Claim 10 wherein the color of the cosmetics is selected based on the identified facial feature characteristics.

12 The computer-implemented method of Claim 5 wherein the photographic likeness is altered to simulate the wearing of jewelry.

13 The computer-implemented method of Claim 1 further comprising the steps of
assigning metrics to the collected data; and
creating a data index for the user based on the assigned metrics, whereby the data index identifies the user's preferences and purchasing habits.

14 The computer-implemented method of Claim 13 further including the step of applying a *confidence* *factor* to each metric, the *confidence*.
factor causing the metric value to *decay* over time.

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. A system for *targeting* *marketing* content to a plurality of online users comprising:
a data storage including:
a plurality of user profiles, each *user* *profile* including data describing a user's demographic and psychographic characteristics and a photographic likeness of the user;
a plurality of online content;
a plurality of target profiles, each target profile having an associated content;
a processor; and
a program memory connected to the processor, the program memory having program instructions stored therein for instructing the processor to perform steps comprising: comparing a *user* *profile*, including information derived from the associated user's photographic likeness, to the target profiles; and
presenting the user with the content associated with the target profiles.

16 The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes the photographic likeness of the user.

17 The system of Claim 16 wherein the program memory further includes instructions for instructing the processor to perform the step of altering the photographic likeness to incorporate a portion of the content into the photographic likeness for display to the user.

18 The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the step of identifying the location of the user's facial features in the photographic likeness.

19 The system of Claim 18 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.

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. The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the steps of. assigning metrics to the *user* *profile* data; and creating a data index for the user based on the assigned metrics, whereby the data index identifies the user's preferences and purchasing habits. 2

1. A method for *targeting* *marketing* content to a user having an associated *user* *profile*, each targeted content having an associated target profile defined by market segmentation variables, comprising the steps of:

assigning metrics to data elements in the *user* *profile*, each metric representing either an incremental or decremental change in a market segmentation variable, and including a

confidence *factor* that decays over time;

calculating a user index by applying the assigned metrics to the market segmentation variables;

comparing the user index to the target profile associated with each content; and presenting the user with content based on the step of comparing.

22 The computer-implemented method of Claim 21 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*.

23 The computer-implemented method of Claim 21 wherein the *user* *profile* includes a photographic likeness of the user, and wherein the step -of assigning metrics includes, assigning metrics to information derived from the user's photographic likeness.

24 The computer-implemented method of Claim 23 wherein. the photographic likeness is altered to incorporate a portion of the content into the photographic likeness for display to the user.

25 The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.

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. The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the wearing of clothing.

27 A method for *targeting* *marketing* content to an online user, each content having an associated target profile including at least one market segmentation variable and each online user having an associated *user* *profile* including a plurality of data elements, comprising the steps of collecting data describing the user in the *user* *profile*, the data including responses to context-sensitive questions; comparing the *user* *profile*, including information derived from the context-sensitive questions, to the target profile associated with each content; and presenting the user with content based on the comparison.

28 The method of Claim 27 further comprising the steps of:
identifying at least one deficient data element from the *user* *profile*
;
identifying content having an associated market segmentation variable
that relates to the
deficient data element; and
creating a context-sensitive question based on the identified content,
wherein the answer to the context-sensitive question is collected in the
deficient data element.

29 The method of Claim 28 further comprising the step of dynamically
creating content for the online user based on the *user* *profile*,
wherein the dynamically created content includes a portion of the *user*
profile. 30 The method of Claim 29 wherein the *user* *profile*
includes a photographic likeness of the user. 31. The method of Claim 30
wherein the photographic likeness is altered to incorporate a portion of
the content -into the photographic likeness for display to the user.

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. The method of Claim 31 wherein the photographic likeness is altered to
simulate the application of cosmetics on the photographic likeness.

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ISNR: (109993) ((customer or user or client or individual or enduser or end-user) adj2 (profile or...
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ISNR: (144) 7 and (target or targeted or targeting) adj2 (content)
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